## ORDER

Orders Order / Rev: 713761 Alt Order #: 06315941 **OBAMA 60S** Product Desc: WKYC 1775 Estimate: 09/15/12 - 09/21/12 Joe Knauer Flight Dates: Primary AE: Original Date / Rev: 09/14/12 / 09/14/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00

Priority: P-2

Revenue Codes: AGY, GEN, POL

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/10/12	09/16/12	13	\$36,400.00	\$30,940.00
09/17/12	09/23/12	50	\$101,100.00	\$85,935.00

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	63	\$137,500.00	\$116,875.00	0.00
Totals	63	\$137,500.00	\$116,875.00	0.00

Advertiser External ID:

Agency External ID:

**Totals** 

## **Account Executives**

Bill Plan

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	32%	\$137,500.00
Market	100%	\$429.687.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$90,234.38
WJW	30%	\$128,906.25
WOIO	15%	\$64,453.12
WUAB	2%	\$8,593.75

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	09/17/12	09/21/12	M-F 11-1135p	CM	11-1135p	MTWTF	1:00	3	\$3,600.00 P-3	0.00 NM	3	\$10,800.00
			Channel 3 News a	at 11p M-F								
CH 3 NI	EWS AT 1	1										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	MTWTF	3	\$3,600.00	0.00						
E 2 WKYC	09/21/12	09/21/12	Fri Prime C	CM	10-11p	F	1:00	1	\$6,000.00 P-3	0.00 NM	1	\$6,000.00
			Fri Prime C									
DATELI	NE											
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	F	1	\$6,000.00	0.00						
E 3 WKYC	09/17/12	09/21/12	Days of Our Lives	CM	1p-2p	MTWTF	1:00	2	\$750.00 P-3	0.00 NM	2	\$1,500.00
			Days of Our Lives	5								
DAYS	OF OUR LI	VFS	•									

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WKYC

Order / Rev: 713761

Advertiser: Obama/D/President

06315941 Alt Order #:

OBAMA 60S Product Desc:

Flight Dates:

09/15/12 - 09/21/12 Estimate: 1775

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 3 WKYC	09/17/1	2 09/21/12	Days of Our Lives		1p-2p	МГЖГБ	1:00	2	\$750.00 P-3	0.00 NM	2	\$1,500.00
DAYS C	OF OUR I	LIVES	Days of Our Lives	3								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	MTWTF	2	\$750.00	0.00						
E 4 WKYC	09/17/1	2 09/21/12	M-F 10-11a M-F 10-11a	СМ	10a-11a	МГWГF	1:00	2	\$300.00 P-3	0.00 NM	2	\$600.00
GOOD	COMPAN	NY	WT TO TTO									
	rt Date	End Date	Weekdays MTWTF	Spots/Week	Rate	Rating						
Week: 09/ E 5 WKYC		09/23/12	Tonight Show	CM 2	\$300.00 1135p-1237a	0.00 MTWTF	1:00	2	\$1,600.00 P-3	0.00 NM	2	\$3,200.00
L 5 WICIO	03/17/1	2 03/21/12	Tonight Show	Olvi	1100p-1207a	I WII WII	1.00	_	ψ1,000.001 3	0.00 14101	_	ψ0,200.00
	HT SHOV			0 . 00/ 1	Б.,	<b>5</b>						
Sta Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate \$1,600.00	Rating 0.00						
E 6 WKYC			M-F 11a-1230p	CM	11a-1230p	MTWTF	1:00	2	\$400.00 P-3	0.00 NM	2	\$800.00
TODAY	011014	,	11a-1230p									
_	SHOW 3	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	MTWTF	2	\$400.00	0.00						
E 7 WKYC	09/17/1	2 09/21/12	0	CM	1237a-136a	MTWTF	1:00	2	\$750.00 P-3	0.00 NM	2	\$1,500.00
.IIMMY	FALLON		Late Night w/Jimr	ny Fallon								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	МГWГF	2	\$750.00	0.00						
E 8 WKYC	09/17/1	2 09/21/12	M-F 11a-1230p	CM	11a-1230p	МГЖГБ	1:00	2	\$400.00 P-3	0.00 NM	2	\$800.00
MIDDA	Y NEWS		11a-1230p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E 9 WKYC		09/23/12	MTWTF	CM 2	\$400.00 2-3p	0.00 МГWГF	1:00	2	\$600.00 P-3	0.00 NM	2	\$1,200.00
E 9 WKIC	09/17/1	2 09/21/12	Rachel Ray	Civi	2-3p	IVII VV I I ·	1.00	2	ф000.00 F-3	U.UU INIVI		\$1,200.00
	EL RAY											
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$600.00	Rating 0.00						
E 10 WKYC			M-F 3-4p	CM	3p-4p	МГЖГБ	1:00	2	\$700.00 P-3	0.00 NM	2	\$1,400.00
			The Doctors									
	OCTORS ort Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	MTWTF	2	\$700.00	0.00						
E11 WKYC	09/17/1	2 09/21/12	•	CM	4p-5p	МГЖГБ	1:00	3	\$900.00 P-3	0.00 NM	3	\$2,700.00
ELLEN			Ellen Degeneres									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	МГWГF	3	\$900.00	0.00						
E 12 WKYC	09/17/1	2 09/21/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	МГЖГБ	1:00	2	\$700.00 P-3	0.00 NM	2	\$1,400.00
NEWS /	AT SUNF	RISE	Chamile 5 News	₩ JAIVI								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E13 WKYC		09/23/12	MTWTF	CM 2	\$700.00	0.00 MTWTF	1:00	2	\$1,400.00 P-3	0.00 NM	2	\$2,800.00
E 13 WKIC	09/17/1	2 09/21/12	Dr. Phil	CIVI	5р-6р	WII W I F	1.00	2	φ1,400.00 F-3	U.UU INIVI		φ2,000.00
DR. PH	_											
Sta Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$1,400.00	Rating 0.00						
E 14 WKYC				CM	6p-630p	МГWГF	1:00	3	\$3,600.00 P-3	0.00 NM	3	\$10,800.00
			Channel 3 News									
	EWS AT		Weekdays	Spots/Week	Pato	Rating						
Week: 09/		End Date 09/23/12	<u>Weekdays</u> MTWTF		Rate \$3,600.00	Rating 0.00						
E 15 WKYC	09/17/1	2 09/21/12		СМ	6a-7a	МГЖГБ	1:00	3	\$1,600.00 P-3	0.00 NM	3	\$4,800.00

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WKYC

Order / Rev: 713761

Advertiser: Obama/D/President

06315941 Alt Order #:

OBAMA 60S Product Desc:

Flight Dates: 09/15/12 - 09/21/12 Estimate: 1775

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
			M-F 6-7a Channel 3 News	Today @ 6AM	1						
CHANN	IEL 3 NE	WS		·						•	
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating					
E 16 WKYC			M-F 7-730p	CM	\$1,600.00 7-730p	0.00 MTWTF	1:00 2	\$3,600.00 P-3	0.00 NM	2	\$7,200.00
	00/11/1	_ 00//	Channel 3 News					φο,ουσσ	0.00	_	ψ.,200.00
	EWS AT		M/s shalsass	0	Data	Datie					
Sta Week: 09/	rt Date /17/12	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate \$3,600.00	Rating 0.00					
E 17 WKYC	09/17/1		M-F 7-9a Today	CM	7a-9a	МГЖГБ	1:00 5	\$1,600.00 P-3	0.00 NM	5	\$8,000.00
TODAY	CLIOW		Today Show								
	SHOW ort Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/23/12	MTWTF		\$1,600.00	0.00					
E 18 WKYC	09/17/1	2 09/21/12	M-F 730-8p	СМ	730-8p	MTWTF	1:00 5	\$2,400.00 P-3	0.00 NM	5	\$12,000.00
FNTFR	TAINMFI	NT TONIGH	Entertainment To T	night							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/23/12	MTWTF	5	\$2,400.00	0.00					
E 19 WKYC	09/17/1	2 09/21/12	M-F 9-10a Today	II CM	9a-10a	MTWTF	1:00 2	\$800.00 P-3	0.00 NM	2	\$1,600.00
TODAY	SHOW I	II	Today Show II		(9:00 AM-10:0	JU AIVI)					
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/23/12	MTWTF	2	\$800.00	0.00	4.00 4	Ф7 000 00 D 0	0.00.004		<b>#7</b> 000 00
E 20 WKYC	09/17/1	2 09/17/12	Mon Prime C Mon Prime C	CM	10-11p	M	1:00 1	\$7,000.00 P-3	0.00 NM	1	\$7,000.00
REVOL	UTION										
Sta Week: 09/	rt Date	End Date 09/23/12	Weekdays M	Spots/Week 1	Rate \$7,000.00	Rating 0.00					
E 21 WKYC			EN (Sa-Su)	CM	6P-7P Sa/Su		1:00 2	\$3,600.00 P-3	0.00 NM	2	\$7,200.00
			Early News (Sa-S		(6:00 PM-6:30		-	**,*******		_	**,======
	EEKEND		Modedaya	Cnoto/Mode	Doto	Dating					
<u>Sta</u> Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> SS	Spots/Week 2	Rate \$3,600.00	Rating 0.00					
E 22 WKYC	09/15/1	2 09/15/12	Sat 1030a-11a	CM	Sat 1030-11a	aS-	1:00 1	\$500.00 P-3	0.00 NM	1	\$500.00
DDOW!	NS INSID	NED.	Sat 1030-11a								
_	งอ แงอเป irt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	S-	1	\$500.00	0.00					
E 23 WKYC	09/15/1	2 09/15/12		CM	7a-9a	S-	1:00 1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00
SATUR	DAY TOI	DAY	NBC Today Show	v (Sa)							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	S-	1	\$1,600.00	0.00					
E 24 WKYC	09/15/1	2 09/15/12	Sat 9-1030a Channel 3 News	CM Sam Sat	9a-1030a	S-	1:00 2	\$1,600.00 P-3	0.00 NM	2	\$3,200.00
CH 3 S	ATURDA	Y NEWS	Charmer 5 News	Jam Jat							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	Browns Pre-Game		\$1,600.00	0.00	1.00 1	¢1 300 00 B 3	0.00 NIM	4	<b>\$4.200.00</b>
E 25 WKTC	09/16/1	2 09/10/12	Browns Pre-Gam		1130a-12p	S	1:00 1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
BROW	NS HUDE	DLE									
<u>Sta</u> Week: 09/	rt Date	End Date 09/16/12	Weekdays	Spots/Week	Rate \$1,300.00	Rating 0.00					
			Su 12-1230p	CM	12-1230p /Su		1:00 1	\$800.00 P-3	0.00 NM	1	\$800.00
			Channel 3 News			2		,			,
_	_	NOON NE		Cnoto/Most	Doto	Dating					
Sta Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					
E 27 WKYC				CM	Various	S	1:00 1	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
									-		

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WKYC

Order / Rev: 713761

06315941

Advertiser: Obama/D/President

Alt Order #:

Product Desc: OBAMA 60S

Flight Dates: 09/15/12 - 09/21/12 Estimate:

1775

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ïme Days	Len Sp	oots Rate Pri	Rtg Type	Spots	Amount
			Football Night in	America							
			Football Night In	America							
FOOTBAL	L NIGI	ΗT									
Start [	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/10/	/12	09/16/12	S	1	\$4,000.00	0.00					
E 28 WKYC 0	9/16/12	2 09/16/12	NFL Regular Sea	ason Fo@M	NFL Football	S	1:00	1 \$13,000.00 P-3	0.00 NM	1	\$13,000.00
			NFL Football								
SUNDAY I	NFL - [	DETROIT/SI	=								
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/10/	/12	09/16/12	S	1:	\$13,000.00	0.00					
E 29 WKYC 0	9/16/12	2 09/16/12	SUN TDY	CM	8a-9a	S	1:00	1 \$1,600.00 P-3	0.00 NM	1	\$1,600.00
			NBC Today Sho	w (Su)							
SUNDAY	TODA										
Start [		End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/10/	/12	09/16/12	S	1	\$1,600.00	0.00					
E 30 WKYC 0	9/16/12	2 09/16/12	Sun 9-1030a	CM	9a-1030a	S	1:00	2 \$1,600.00 P-3	0.00 NM	2	\$3,200.00
			Channel 3 News	Sun 9a							
CH3 NEW	S SUN	I @ 9AM									
Start D	<u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/10/	/12	09/16/12	S	2	\$1,600.00	0.00					
E31 WKYC 0	9/20/1	2 09/20/12	Thu Prime A	CM	8-9p	T	1:00	1 \$5,000.00 P-3	0.00 NM	1	\$5,000.00
			Thu Prime A								
30 ROCK/	UP AL	L NIGHT									
Start D	<u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17/	/12	09/23/12	T	1	\$5,000.00	0.00					
E 32 WKYC 0	9/18/1	2 09/18/12	Tue Prime A	CM	8-9p	- T	1:00	1 \$10,000.00 P-2	0.00 NM	1	\$10,000.00
			Tue Prime A								
THE VOIC	Έ								l		
Start [	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			ļ		
Week: 09/17/	/12	09/23/12	- T	1:	\$10,000.00	0.00					

Totals 63 \$137,500.00